# EPA ENERGY STAR PROGRAM EVALUATION TELEPHONE SURVEY FORM

**PROGRAM:** Residential Heating and Cooling

**SUBJECTS:** Residential HVAC Distributors That Have Co-Sponsored Training Sessions **ADMINISTRATION:** This survey will be programmed for Computer Assisted Telephone Interviewing

(CATI) administration by Opinion Dynamics Corporation.
CUSTOMER IDENTIFICATION  Contact Name: [from sample]  Company: [from sample]  Address: [from sample]  City, State, Zip [from sample]  Telephone: [from sample]  Survey ID Number:
Lead in:  Hello, this is calling from Opinion Dynamics Corporation. We are conducting a study of the ENERGY STAR program for the U. S. Environmental Protection Agency.
Identification of Respondent May I speak with [CONTACT NAME]?
IF CONTACT IS NOT AVAILABLE, ASCERTAIN BEST TIME TO CALL. IF CONTACT NO LONGER WORKS AT THE COMPANY, ASK FOR SALES STAFF WHO MAY HAVE FAMILIARITY WITH THE TRAINING PROGRAM. IF GATEKEEPER SUGGESTS NO SUCH PERSON, THANK AND TERMINATE.
Lead in for respondent.  Hello, this is calling from Opinion Dynamics Corporation. We would like to ask you a few questions concerning your company's sponsorship of dealer training programs as part of the ENERGY STAR Residential Heating and Cooling program. These questions should take just a few minutes. All information you provide will remain strictly confidential and will not be connected in any way to you or your company.

#### **SCREENER**

Do you recall sponsoring or co-sponsoring one or more training sessions developed by the U. S. Environmental Protection Agency on selling high efficiency HVAC equipment? This would have been on or around [ENTER TRAINING DATE FROM SAMPLE DATABASE]?

Yes	1
No	2
Don't know	

IF YES, CONTINUE. IF NO OR DON'T KNOW, ASK IF ANOTHER PERSON IN THE COMPANY MAY HAVE BEEN INVOLVED WITH THE TRAINING SESSION AND ASK TO SPEAK WITH THAT PERSON.

First, I'd like to ask you just a few questions about your company so that we can understand your role in the local market for residential heating and cooling equipment.

2.1.	. Which of the following residential heating and cooling products does you distribute? [CHECK ALL THAT ARE MENTIONED.]  Gas furnaces	r company
	Gas boilers2	
	Central Air Conditioners	
	Programmable Thermostats4	
	Air Source Heat Pumps5	
	Geothermal Heat Pumps6	
	Gas-fired Heat Pumps7	
2.2.	MENTIONED.	CHECK ALL
	Air1	
	Amana2	
	Bryant3	
	Burnham4	
	Carrier5	
	Coleman6	
	General Electric7	
	Heil8	
	Honeywell9	
	Janitrol10	
	Lennox11	
	Luxaire12	
	Rheem13	
	Ruud14	
	Sears15	
	Tempstar16	
	Trane17	
	Whirlpool18	
	York19	
	Other (Specify)20	

2.3.	Which of the following best describes the geographic area your company supplies? Your local city or town1
	A metropolitan area2
	A rural county3
	A region of a state4
	An entire state5
	A multi-state region6
	Other (Specify)7
2.4.	How many locations do you have in this area?
	ENTER NUMBER OF LOCATIONS
2.5.	Roughly how many dealers and contractors do you supply?
	ENTER NUMBER OF DEALERS SUPPLIED
[ASK	2.6 FOR EACH TYPE OF EQUIPMENT MENTIONED IN QUESTION 2.1.]
2.6	And roughly how many units of [type of equipment] did you sell in 1998?  a. Gas furnaces
	b. Gas boilers
	c. Central Air Conditioners
	d. Programmable Thermostats
	e. Air Source Heat Pumps
	f. Geothermal Heat Pumps
	g. Gas-fired Heat Pumps
2.7	How many full-time equivalent employees, including support staff, work for your company?
	ENTER NUMBER OF EMPLOYEES

# **Energy Star Program Participation**

3.1.	What was your main reason for deciding to co-sponsor an ENERGY STAR training session for HVAC dealers and contractors?
	Thought it would increase sales of high efficiency products1
	Manufacturers encouraged us to do it
	Thought it would increase sales overall by the dealer network 3
	Thought it would enhance dealer/contractor selling capability4
	Thought it was "the right thing to do"5
	Co-sponsorship of training on energy efficiency is consistent with
	corporate values or policies6
	Thought it would enhance profits due to higher margins on
	high efficiency equipment7
	Requests from dealers8
	Thought it would be a valuable service for dealers/contractors 9
	Other (Specify)10
3.2.	Did you participate or sit in on any of the training sessions?
	Yes1
	No2
	Don't know97
IF 3.2	2 = 1, ASK 3.3, ELSE SKIP TO 3.4.
3.3	On a scale of 1 to 5, where 1 is very poor and 5 is very good, how would rate the
	following aspects of the training? [CODE 97 FOR DON'T KNOW.]
	a. Technical accuracy
	b. Relevance to the dealer's or contractor's business operations
	c. Usefulness in helping dealers or contractors increase sales
	of high efficiency equipment
	or riight emolericy equipment
3.4	Have you received feedback from any of the dealers or contractors who attended the
J. <del>T</del>	training session your company sponsored?
	Yes1
	No
	Don't know97
IE 2.4	4 = 1, ASK 3.5, ELSE SKIP TO 3.6.
ı⊏ J.4	+ = 1, AON 3.3, ELGE ONIT 10 3.0.

3.5	Did these dealers or contractors mention any of the following elements of the ENERGY STAR program as being effective in helping them sell more high efficiency equipment?  [READ AND CHECK ALL MENTIONED.]  a. The HVAC Investor software package
3.6	Has your company conducted ENERGY STAR training itself? Yes
IF 3.6	= 1, ASK 3.7, ELSE SKIP TO 4.3.
3.7	What kinds of businesses sent representatives to these training sessions? [CHECK ALL MENTIONED. PROMPT IF NECESSARY.]  Respondent's company
3.8	Roughly how many individuals have attended these training sessions?  ENTER NUMBER
Energ	y Star Market Effects
4.3	Could you tell me what the ENERGY STAR label means to you in regard to the products you sell or distribute? [CIRCLE ALL ELEMENTS MENTIONED]
	The product meets certain efficiency specifications

4.4 More generally, what messages does the ENERGY STAR label convey to you?

	4.4 Messages
Using an ENERGY STAR-labeled product saves energy.	1
Using an ENERGY STAR-labeled product reduces air pollution.	2
Using an ENERGY STAR-labeled product saves my customers	3
money.	
ENERGY STAR-labeled products are of high quality.	5
ENERGY STAR is a label created by the federal government.	6
Manufacturers that make ENERGY STAR-labeled products are good	7
corporate citizens.	
ENERGY STAR is a voluntary program.	8
Other (Specify)	9
Don't know	97

The following questions refer to your experiences and sales practices prior to co-sponsoring the ENERGY STAR contractor training program.

4.5	Prior to co-sponsoring in the ENERGY STAR contractor training program, were you
	aware of the ENERGY STAR label?

Yes	1
No	2
Don't Know	

# IF 4.5 = 1 ASK 4.6, ELSE SKIP TO 4.7.

4.6 Before you co-sponsored the training, did your company promote heating and cooling equipment with the ENERGY STAR label?

Yes	1
No	
Don't Know	

4.7 Before you participated in the training, did your company promote high efficiency residential heating and cooling equipment in general?

Yes	1
No	2
Don't know	

IF 4.5 = 1 OR 4.6 = 1, ASK 4.8; ELSE SKIP TO 4.9.

4.8 What methods did you use to promote high efficiency heating and cooling equipment? [CIRCLE ALL THAT APPLY.]

Print or other media advertising	1
Coop advertising with manufacturer	2
In-store displays	3
It's standard sales procedure to mention high efficiency	
equipment	5
Discounting of high efficiency equipment	
Participation in utility-sponsored programs	
Rebates	
Special financing programs	9
Other (Specify)	
Don't Know	

## IF 4.5 = 1 SKIP TO 4.10, ELSE ASK 4.9a.

- 4.9a What is the main reason your company did not promote high efficiency or ENERGY STAR products? [CIRCLE ONE.]
- 4.9b Are there other reasons? [CIRCLE ALL THAT APPLY.]

	4.9a	4.9b
No other reasons		0
Not enough recognition for ENERGY STAR among customers	1	1
Promotion of energy efficiency not important to business strategy	2	2
Perceived that customers generally not interested in energy	3	3
efficiency		
Savings to customers did not justify extra costs	4	4
Performance problems with ENERGY STAR equipment	5	5
Had own manufacturer campaign/logo/brand	6	6
Do not believe it is profitable	7	7
Not aware of ENERGY STAR at the time	8	8
Other (Specify)	9	9
Don't Know	97	97

4.10.	Currently, what methods does your company use to promote ENERGY STAR heating and cooling equipment? [CIRCLE ALL THAT APPLY.]
	None 0
	Print or other media advertising 1
	Coop advertising with manufacturer
	In-store displays 3
	Display of ENERGY STAR logo on product literature4
	It's standard sales procedure to mention ENERGY STAR
	equipment5
	Discounting of ENERGY STAR equipment6
	Participation in utility-sponsored programs7
	Special financing programs8
	Rebates9
	Other (Specify)10
	Don't Know
IF 4.1	0 = 0 OR 9, SKIP TO 4.12. ELSE ASK 4.11.
4.11	In which of the following media do you use the ENERGY STAR label or message? [CIRCLE ALL THAT APPLY.]
	Television Advertisement
	Radio Advertisement2
	Newspaper Advertisement3
	Trade Journal Advertisement4
	Product Catalogs5
	Website, e-mail broadcast6
	Public service announcements
	Public relations events8
	Point-of-purchase displays9
4.12	Have the manufacturers you purchase products from promoted ENERGY STAR-labeled products?
	Yes1
	No2
	Don't know97
	-

## IF 4.12 = 1, ASK 4.13, ELSE SKIP TO 4.14.

4.13	Please describe these	promotional efforts.	<b>ICIRCLE ALL</b>	THAT APPLY

Conducting or co-sponsoring training	1
Discounting ENERGY STAR products	2
Providing ENERGY STAR information	3
Advertising ENERGY STAR	4
Co-advertisements	5
Provision of point-of-purchase materials	6
Public relations events	7
Provision of special financing services	8
Other (specify)	9
Rebates	10
None	11

4.14 Has your sales or service staff been instructed on how to use the ENERGY STAR label in selling high efficiency products?

Yes	
No	2
Don't know	97

4.15 Do you offer any special consumer financing mechanisms for high efficiency products?

Yes	1
No	2
Don't know	97

IF 4.15 = 1, ASK 4.16, ELSE SKIP TO 5.1.

# 4.16 Please describe these programs. [CIRCLE ALL ELEMENTS MENTIONED]

	ENERGY STAR loan/financing program	1
	Lower interest rates for ENERGY STAR equipment	2
	Longer loan terms for ENERGY STAR equipment	
	Same as cash for ENERGY STAR equipment	4
	Lower interest rates for high efficiency equipment	5
	Longer loan terms for high efficiency equipment	6
	Same as cash for high efficiency equipment	7
	Honeywell/GE Capital loan/financing program	8
	Air Conditioning Contractors or America (ACCA)loan/fina	
	program	9
	Lennox loan/financing program	10
	Carrier loan/financing program	11
	Trane loan/financing program	12
	Other (specify)	13
	None	14
1.17	What features are important to you in a financing program?	
	Lower interest rates for ENERGY STAR equipment	
	Longer loan terms for ENERGY STAR equipment	
	In-home customer approval	
	Same as cash options	
	Check sent to dealer not customer	6
	No paperwork	
	Other (Specify)	8
	Don't know	97

# **ENERGY STAR Effects on Efficiency and Market Share**

## FOR EACH TYPE OF EQUIPMENT REPORTED SOLD IN QUESTION 2.1, ASK

	5.2	5.3
Gas furnaces		
Air source heat pumps		
Gas boilers		
Geothermal heat pumps		
Central Air Conditioners		
Gas-fired heat pumps		

5.1	Are you aware of the qualifying energy efficiency ratings of the ENERGY STAR
	equipment you sell?

Yes for all types sold	1
Yes for some types sold	
No	
Not sure	4
Don't know	97

#### REFERENCE MATRIX: ENERGY STAR MINIMUM EFFICIENCY CRITERIA

Type of Equipment	Efficiency Criteria
Gas and Oil Furnaces	AFUE 90%
Oil or Gas Boilers	AFUE 85%
Central Air Conditioners	SEER 12
Air Source Heat Pumps	SEER 12 and 7.0 HSPF
Gas Fired Heat Pumps	1.2 COP Heating/1.25 COP Cooling
Thermostats	Required Features: separate weekday and weekend programs, each with 4 customized temperature settings; advanced recovery feature designed to minimize on time needed to reach a set point; ability to maintain temperature within +/- 2 degrees of setpoint; override feature that does not automatically delete programs.
Geothermal Heat Pumps	2.8 COP heating and 13 EER for cooling

## [ASK 5.2 - 5.3 FOR EACH KIND OF EQUIPMENT REPORTED SOLD IN QUESTION 2.1.]

- 5.3 What was that percentage in 1998? [ENTER PERCENTAGE IN GRID.]
- IF 5.2 DOES NOT EQUAL 5.3, ASK 5.7a, ELSE SKIP TO 6.1.

- 5.7a. What do you think was the most important factor that contributed to these changes? [ENTER ANSWER IN GRID LIST.]
- 5.7b. Were there other factors? [CHECK ALL THAT APPLY.]

Changes in dealer selling practices	1
Changes in price of efficient equipment versus standard	2
Changes in energy prices	3
Changes in general economic conditions for homeowners	4
Changes in building codes	5
Changes in the new home market/builder demand	6
Promotion by equipment manufacturers	7
Visibility of the ENERGY STAR label	8
Changes in technical performance of equipment	9
Changes in national equipment efficiency standards	10
Changes in weather conditions	11
Rebate programs	12
Special financing programs	13
Other (Specify)	
Don't know	

## **ANSWER GRID FOR Qs 5.3 - 5.7**

	Equipment Type	5.3	5.4	5.7a	5.7b
a.	Gas/oil furnaces				
b.	Gas/oil boilers				
C.	Central Air conditioners				
d.	Programmable Thermostats				
e.	Air source heat pumps				
f.	Geothermal heat pumps				
g.	Gas-fired heat pumps				

#### **Customer and General Business Trends**

6.1	Over the past two years, has recognition of the ENERGY STAR label among contractors
	and dealers increased, decreased, or stayed about the same?

Increased	
Decreased	2
Stayed about the same	3
Don't Know	

6.3	Over the past two years, has dealer and contractor interest in high efficiency as a
	product feature increased, decreased, or stayed about the same?

Increased	1
Decreased	2
Stayed about the same	3
Don't Know	97

#### IF 6.3 = 1 OR 2, ASK 6.4a, ELSE 6.5.

- 6.4a. What is the main reason dealer and contractor interest in high efficiency has changed over the past two years?
- 6.4b. Are there other reasons? [CHECK ALL MENTIONED.]

	6.4a	6.4b
No other reasons		0
Tougher competition	1	1
Threat from consolidators	2	2
Potential for higher margins	3	3
Increased customers demand for high efficiency products	4	4
Increased customer interest in environment	5	5
Higher quality equipment leads to fewer call-backs	6	6
Changes in energy prices	7	7
Changes in weather conditions	8	8
Availability of special ENERGY STAR financing programs	9	9
Utility rebate programs	10	10
Other (Specify)	11	11
Don't Know	97	97

6.5 Over the past two years, has your ability to offer high efficiency equipment become more important to the competitive position of your business, become less important, or had no influence on your competitive position?

More important	1
Less important	2
No effect on competitive position	3
Don't Know	97

#### IF 6.5 DOES NOT EQUAL 3 OR 4 ASK 6.6, ELSE END.

6.6a What is the main reason for the change in importance of high efficiency as a competitive strategy?

#### 6.6b Are there other reasons?

	6.6a	6.6b
No other reasons		0
Greater demand among customers for high efficiency equipment.	1	1
Competing firms are offering more efficient equipment	2	2
Utility program use of the ENERGY STAR label	3	3
Manufacturers are promoting efficient equipment	4	4
Higher profit margins on high efficiency equipment	5	5
Changes in economic conditions for consumers	6	6
Changes in energy prices	7	7
Changes in weather	8	8
Availability of special ENERGY STAR financing	9	9
Utility rebate programs	10	10
Other (Specify)	11	11
Don't Know	97	97

6.7 Finally, I'd like to ask you about your perception of trends in the market for ENERGY STAR equipment. Please tell me if you think the following have increased, decreased, or stayed about the same over the past year. CODE 1 = INCREASE, 2 = DECREASE, 3 = STAYED THE SAME, 4 = DON'T KNOW.

a.	The number of ENERGY STAR-qualifying models offered by HVAC
	manufacturers
b.	The availability of ENERGY STAR-qualifying models to consumers
c.	The price of ENERGY STAR-qualifying models

THANK YOU VERY MUCH FOR YOUR TIME AND COOPERATION.